

## ABSTRACT OF THE DISCLOSURE

The present invention includes a system and method for combining television broadcast programming content with customized or personalized information and educational or entertainment content. The system includes a set-top box capable of receiving data transmissions and locally rendering video animation for display with, instead of and/or synchronized with television broadcast programs in a way that the television viewer sees a coherent seamless merging of the television program content and supplemental content sources in an indistinguishable format. Preferably, the viewer may interact in real-time with the enhanced television programming to provide a higher level of engagement and customization potential.

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